

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

Claims 1-12 (Cancelled)

13. (Currently Amended) A method for electronic ticket recognition and acceptance at a ticketed event, comprising the steps of:

facilitating purchasing of an electronic ticket from a networked ticketing computer;  
downloading the electronic ticket to a portable computing device having a display output, wherein the portable computing device is selected from the group consisting of a personal digital assistant, a laptop computer, a tablet computer, an electronic organizer, and a cell phone;  
accepting the electronic ticket by optical communication between the display output and a ticket receiving unit; and  
providing amenities to a ticket user based on the accepted ticket.

14. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing a discount for concession items available at the ticketed event via a ticket receiving unit.

15. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing an event map via remote communication wherein the electronic ticket allows the event map to be downloaded and activated.
16. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing directions to a person's seat at the ticketed event using the electronic ticket.
17. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing directions to a person's seat at the ticketed event based on a location of a ticket receiving unit where the person entered the ticketed event.
18. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing an electronic event program via remote communication, wherein the electronic ticket allows the electronic event program to be downloaded and viewed.
19. (Original) A method as in claim 13 wherein the step of providing amenities further comprises the step of providing a map that is customizable based on the electronic ticket.
20. (Cancelled)

21. (New) A method for electronic ticket recognition and acceptance at a ticketed event, comprising the steps of:

facilitating purchasing of an electronic ticket from a networked ticketing computer;  
downloading the electronic ticket to a portable computing device having a display output;  
accepting the electronic ticket by optical communication between the display output and a ticket receiving unit; and  
providing an electronic event program via remote communication, wherein the electronic ticket allows the electronic event program to be downloaded and viewed based on the accepted ticket.